

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1943)
Heft: 4

Artikel: "Swiss fashion textiles"
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-799411>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

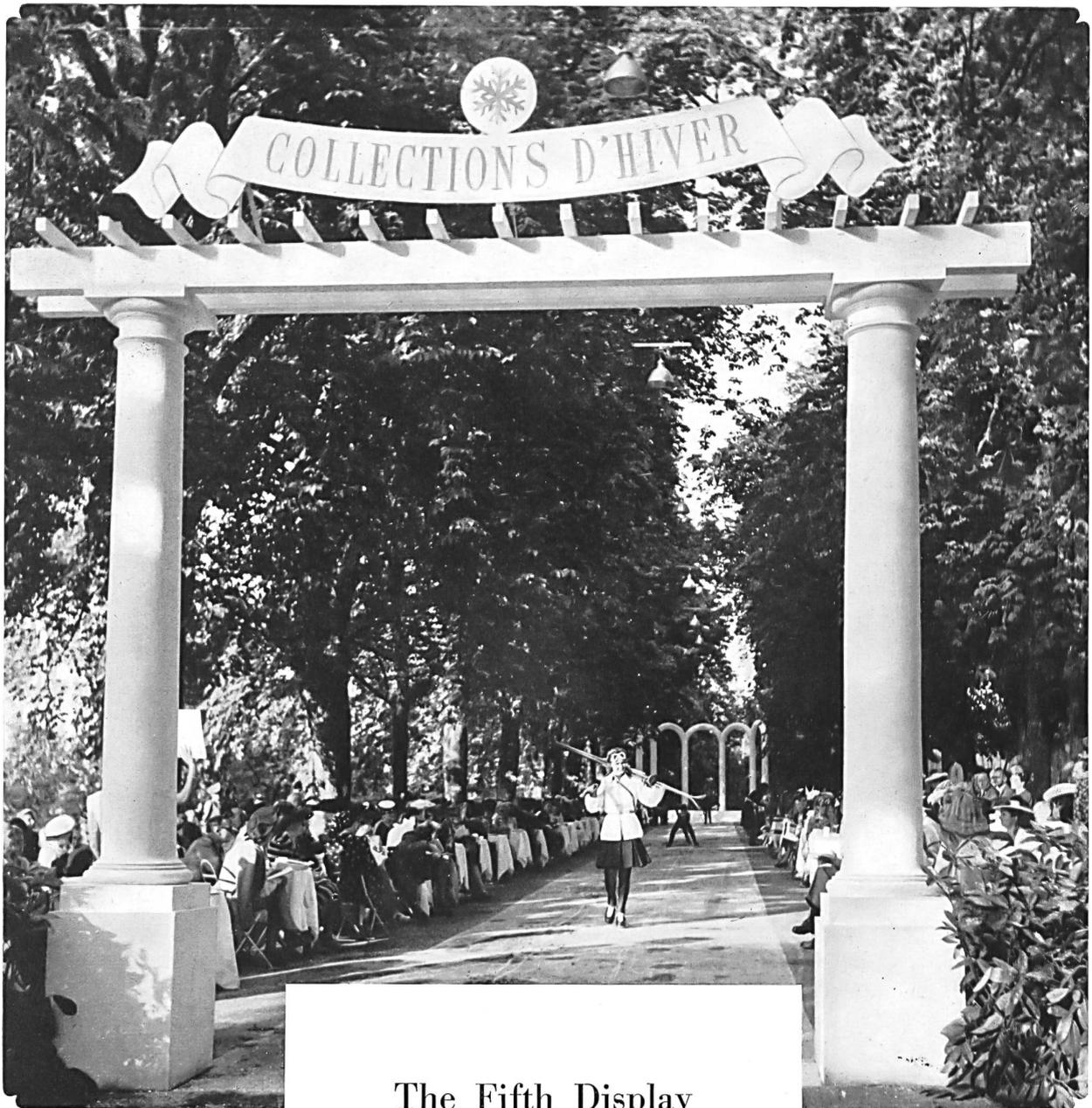
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 01.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>



The Fifth Display

Photo Bräm

“Swiss Fashion Textiles”

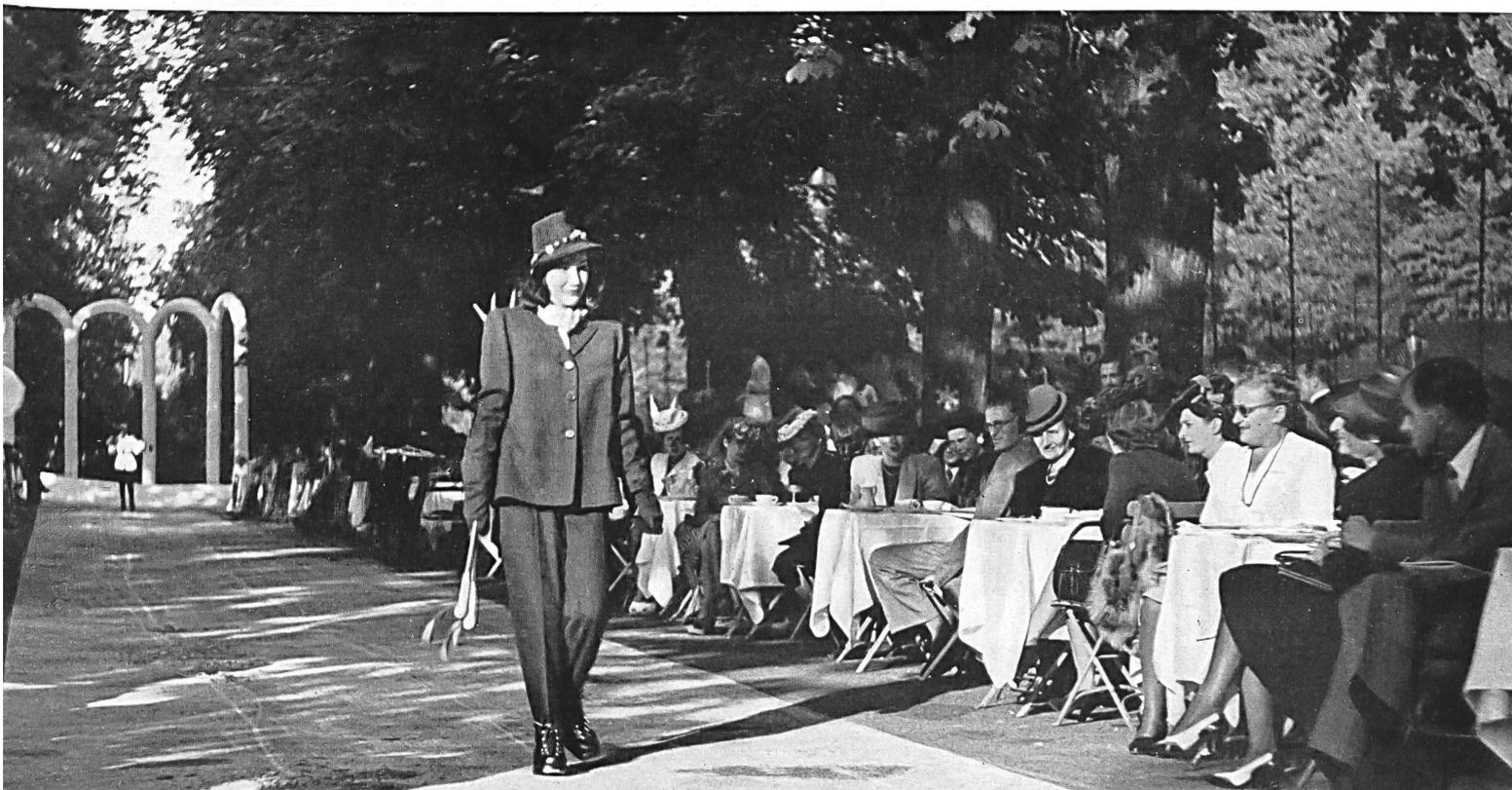
Fashionable meetings must be held in an appropriate setting. The richly shaded lawns of the Parc des Eaux-Vives in Geneva, the spacious drawing-rooms of the Bellevue-Palace in Berne, lent the necessary atmosphere of decorous stateliness to the fifth “Swiss Fashion Textiles” Display held on August 26th and 27th, and September 7th last.

Feminine charm sometimes needs an incentive to rebound triumphant, with still greater self-assurance, from one season in its decline to the peak of the next. Creators of fashion in Switzerland have all the talents and capacities necessary to give this incentive, despite the fact that the sources whence they used to draw their inspiration have ceased to flow. For the Swiss must now seek possibilities of renewal and expansion entirely within their own frontiers.

Photo Tenca



Photo Cadoux



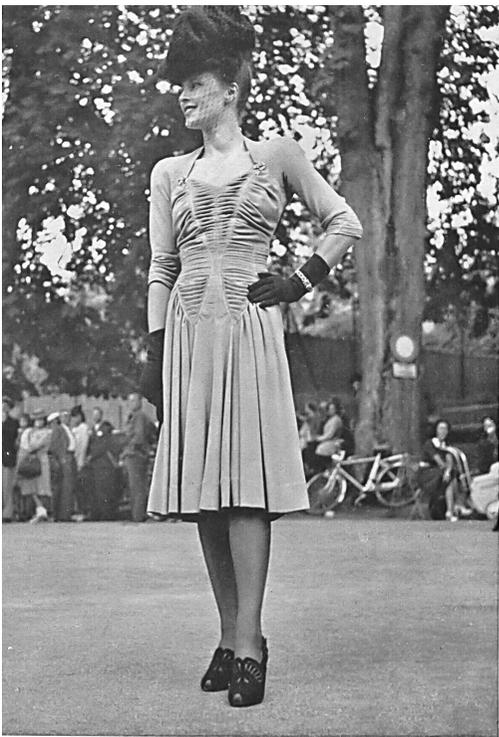


Photo Presse Diffusion



Photo Tenca

Encouraged by the Swiss Office for the Development of Trade in its great solidary effort to maintain a reputation which no impediment born of difficult times, however great, must be allowed to tarnish, the Swiss fashion crafts and textile industry have given concrete proof of their soundness, their optimism and inexhaustible ingenuity in the fashion parade entitled "Holidays in the Snow", presenting models for the coming season.



Photo Cadoux



Photo Bertrand

New fabrics — mixtures of wool and rabbit wool or dog hair, wool and staple fibre, felted staple fibre fabrics — have all the seductiveness of pre-war "pure" woollen materials... Dressmakers have asserted their excellent taste and artistry and a magnificent ease of interpretation... But there is no end to what we could say of this Display. We must be content to present today a few "snapshots" of the Parade, the various scenes of which "Swiss Textiles" will reproduce in detail in their next number: "Holidays in the Snow".

INDEX OF ADVERTISERS AND FIRMS CONTRIBUTING TO THE EDITORIAL FEATURES OF THIS NUMBER

INDICE DE LOS ANUNCIADORES Y DE LAS CASAS MENCIONADAS EN LAS PAGINAS DE LOS TEXTOS

BUTTONS — BOTONES

Kaspar Humbel, Uetikon a. See 87

COTTON FABRICS — TEJIDOS DE ALGODÓN

Emil Anderegg Ltd., St-Gall 39, 80
 Weberei Azmoos, Azmoos 42, 43, 82
 Jacob Baenziger Ltd., St-Gall 84
 Baerlocher & Co., Rheineck 39, 85
 Christian Fischbacher Co., St-Gall 81
 Carl Gorini, St-Gall 82
 J. Kreier-Baenziger's Erben, St-Gall 73
 Mettler & Co. Ltd., St-Gall 83
 Ltd. A. & R. Moos, Weisslingen 40, 42, 43, 81
 Reichenbach & Co., St-Gall 47, 89
 Gottfried Schaerer, Zurich 73
 Schlegel & Co., Basle 40, 81
 Weberei Sirmach, Sirmach 42, 43, 93
 Stoffel & Co., St-Gall 3, 46, 82
 Sturzenegger & Tanner & Co. Ltd., St-Gall 75
 Taco Ltd., Zurich 90
 Hugo Wachs & Co., St-Gall 77

ELASTIC THREAD — HILOS ELASTICOS

Oscar Haag, Kusnacht-Zurich 62, 79

EMBROIDERIES AND LACES — BORDADOS Y ENCAJES

Bischoff & Muller Ltd., St-Gall 7, 35, 70
 Eisenhut & Co., Gais 36, 76
 C. Forster-Willi & Co., St-Gall 10, 28, 33, 76
 Aug. Giger & Co., St-Gall 16
 Robert Halter Ltd., St-Gall 77
 Hufenus & Co., St-Gall 8, 28, 29, 31
 Theodor Locher, St-Gall 38, 77
 P. Messmer & Co., St-Gall 37, 96
 E. Mettler-Muller Ltd., Rorschach 38, 75
 Jul. Michel & Co., Zurich 32, 77
 A. Naef & Co., Flawil 5, 16, 75
 Reichenbach & Co., St-Gall 15, 89
 Sailer & Schoensleben, St-Gall 74
 Walter Schrank & Co., St-Gall 11, 19, 76
 Ed. Sturzenegger Ltd., St-Gall 37, 78
 The Union Co. Ltd., St-Gall 14, 27, 29, 30, 76
 Hugo Wachs & Co., St-Gall 77

HANDKERCHIEFS — PAÑUELOS

Baerlocher & Co., Rheineck 85
 Doerig & Breitenmoser, Appenzell 65, 74
 Josef Heeb Ltd., Appenzell 64, 74
 Kleinberger & Co., St-Gall 65, 74
 J. Kreier-Baenziger's Erben, St-Gall 66, 73
 Sailer & Schoensleben, St-Gall 66, 74
 Gottfried Schaerer, Zurich 73
 Walter Schrank & Co., St-Gall 76
 Stoffel & Co., St-Gall 82
 Ed. Sturzenegger Ltd., St-Gall 64, 78
 The Union Co. Ltd., St-Gall 76

JEWELS — JOYAS

E. Gubelin, Lucerne 21

KNITWEAR AND JERSEYS — PRENDAS DE PUNTO Y JERSEYS

Ltd. Comp. formerly W. Achnich & Co., Winterthur 57, 92
 Geiser Ltd., Huttwil 54, 91
 Max Heinzlmann & Co., St-Gall 87
 Handschin & Ronus Ltd., Liestal 53
 His & Co. Ltd., Murgenthal 88
 Hochuli & Co., Safenwil 55, 87
 A. Naegeli Ltd., Winterthur 55, 89
 Ruegger & Co., Zofingue 52, 87
 Ruepp & Co. Ltd., Sarmenstorf 51
 Swiss Knitting Co., Zollikofen-Berne 52, 88
 Vollmoeller, Wirkwarenfabrik Uster, Uster 56, 93

NECKTIES — CORBATAS

W. Haus & Co., Zurich 44, 95

NET — TUL

Swiss Net Company Ltd., Munchwilen 72

READY-MADE CLOTHES — CONFECCIÓN

Haury & Co., St-Gall 34, 96
 Max Heinzlmann & Co., St-Gall 36, 87
 E. Kneubühler, Zofingue 63, 93
 Gust. Metzger Ltd., Basle 62, 63, 91
 Respolco Ltd., Zurich 63, 88

RIBBONS — CINTAS

De Bary & Co. Ltd., Basle 95
 W. Sarasin & Co. Ltd., Basle 95
 Semm & Co. Ltd., Basle 96
 Vischer & Co., Basle 95

SHIRTS — CAMISAS

Gust. Metzger Ltd., Basle 91

SILK, RAYON AND STAPLE-FIBRE FABRICS — TEJIDOS DE SEDA, RAYON Y FIBRANA

Emil Anderegg Ltd., St-Gall 39, 80
 Appenzeller-Herzog & Co., Staefa-Zurich 91
 Weberei Azmoos, Azmoos 42, 43, 82
 The Basle Textile Company Limited, Basle 83
 Jacob Baenziger Ltd., St-Gall 84
 Baerlocher & Co., Rheineck 39, 85
 Bosshard-Buhler & Co. Ltd., Wetzikon 49, 90
 Emar Ltd., Zurich 13, 84
 Cessner & Co. Ltd., Wädenswil 71
 Berthold Guggenheim, Zurich 41, 92
 Hugo Gutmann, Zurich 78
 Haas & Co., Zurich 48, 85
 Heer & Co. S. A., Thalwil 45, 86
 Hirzel & Co. Ltd., Zurich 89
 Mettler & Co. Ltd., St-Gall 83
 Ltd. A. & R. Moos, Weisslingen 40, 42, 43, 81
 Silk Mills formerly Naef Brothers Ltd., Zurich 41, 84
 Edwin Naef S. A., Zurich 4, 86
 Reichenbach & Co., St-Gall 47, 89
 Schlegel & Co., Basle 40, 81
 E. Schubiger & Co. Ltd., Uznach 9, 83
 Robt. Schwarzenbach & Co., Thalwil 44, 67
 Siber & Wehrli Ltd., Zurich 85
 Weberei Sirmach, Sirmach 42, 43, 93
 Société Industrielle pour la Schappe, Basle 68
 Stehli & Co., Zurich 17, 69
 Stoffel & Co., St-Gall 3, 46, 82
 Stünzi Sons Ltd., Horgen Cover III
 Taco Ltd., Zurich 90
 Hugo Wachs & Co., St-Gall 77
 Wagner & Co., Gelterkinden 48, 84
 Weisbrod-Zürcher Söhne, Hausen a. A. 90
 Wila Silk Mills Ltd., Zurich 92

SQUARES AND SCARVES — CUADRADOS Y ECHARPES

F. Blumer & Cie, Schwanden 2, 58, 59, 94

STAPLE-FIBRE AND RAYON — FIBRANA Y RAYON

Feldmühle Ltd., Rorschach Cover II
 Société de la Viscose Suisse S. A., Emmenbrücke Cover IV

STRAW BRAIDS — TRENZAS DE PAJA

M. Bruggisser & Co. Ltd., Wohlen VI 60, 61, 94

TRAVELLING AND SPORT REQUISITES — ARTICULOS PARA EL DEPORTE Y EL VIAJE

Weill, Gut & Cie, La Chaux-de-Fonds 62, 88

WATCHES — RELOJES

Fabrique des Montres Doxa, Le Locle 50, 73

WOOLLEN FABRICS — TEJIDOS DE LANA

Appenzeller-Herzog & Co., Staefa-Zurich 91

YARNS — HILOS

Bäumlin, Ernst & Co., St-Gall 79
 Ernst Brachler, Zurich 79
 Zwicky & Co., Wallisellen 78

DYEING — PRINTING — FINISHING

TINTURA — ESTAMPADO — APRESTO

Aktiengesellschaft Cilander, Herisau.
 Dyeing, Printing & Finishing Co.,
 Clavel & Lindenmeyer Ltd., Basle. 80 d
 Färberei Schlieren A. G., Schlieren.
 Heberlein & Co. A. G., Wattwil
 Piece Dyeing Works Ltd., Basle.
 Raduner & Co. A. G., Horn (Thg.).
 Schütze & Co., Zurich.
 Seidendruckerei Mitlödi A. G., Mitlödi (Gl.).
 Textile Works Blumenegg Limited, Goldach (St-G.).
 United Dyeing and Finishing Works Ltd., Thalwil & Zurich.
 Richard Rudolf Wieland, Gattikon (Zeh).